

## MODULE DESCRIPTOR

<b>MODULE TITLE</b>	ENTREPRENEURSHIP AND SMALL BUSINESS START-UP		
<b>MODULE CODE</b>	MD1023 (L4)	<b>CREDIT VALUE</b>	20 UK CREDITS / 10 ECTS
<b>SCHOOL</b>	SCHOOL OF BUSINESS MANAGEMENT		

### MODULE AIMS

The module is aimed at students interested in starting their own business or in joining an existing small business with a view to helping it expand.

Firstly it considers key enterprise skills including opportunity spotting, creative thinking and problem solving, personal motivation, the entrepreneurial mind-set and attitude; and introduces the vital components for self employment success.

Secondly the module provides a vehicle to enable students to integrate and relate the theories in the core business functions and to apply them in the process of new venture creation by the development of a business plan.

### MODULE CONTENT

**Indicative syllabus content:**

Key content covered:

- The role of small businesses in the economy.
- Characteristics of entrepreneurs - combining these with aims and objectives of a new business.
- Enterprise skills – opportunity spotting, creativity, innovation, communication
- Introduction to business functions in the context of entrepreneurship
- Successful business models.
- Business planning
- Basic management and organisation of people
- Basic financial models
- Sources of information

### INTENDED LEARNING OUTCOMES

**On successful completion of this module a student will be able to:**

1. Demonstrate an understanding of the skills and attributes required of an entrepreneur essential for starting a new venture.
2. Explain the nature of the business start-up process and its requirements.
3. Complete a business plan.
4. Present the key components of the business plan to obtain possible finance for your new business.

### TEACHING METHODS

A variety of teaching strategies will be used to ensure that the content is delivered in the most effective way. This module will be delivered via weekly workshops with tutor input and the opportunity for students to develop the skills and attributes required of an entrepreneur.

Assessment will be of a practical nature culminating in a Business plan and presentation

### ASSESSMENT METHODS

This module is assessed through a business plan and a presentation.